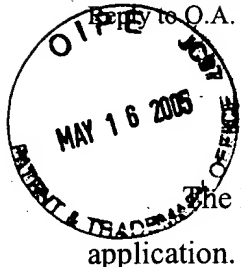


Reply to O.A. of April 7, 2005



THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (canceled)
2. (previously presented) A computerized method having a processing computer for processing orders for full color printing, said method comprising:
 - providing a customer a real-time web browser associated with a printing service provider, which includes a pricing engine, wherein said pricing engine includes one or more printing configuration options, in which the customer selects the one or more printing configuration options;
 - automatically calculating a price quote based on the one or more printing configuration options selected by the customer, wherein said pricing engine automatically and substantially instantaneously calculates a new price quote each time the customer selects or enters data for one or more new configuration options at the customer before forwarding to the processing computer at the printing service provider; and
 - displaying automatically said price quote at the customer.
3. (previously presented) The method of claim 2 further comprising obtaining from said customer a digital graphic layout or image file to be printed.
4. (canceled)
5. (previously presented) The method of claim 2, further comprising converting said digital graphic layout or image file to a format with a full color printing system.
6. (previously presented) The method of claim 2 further comprising preparing said digital graphic layout or image file for full color printing.

7. (previously presented) The method of claim 2, further comprising creating a proof and obtaining approval from said customer of said proof.

8. (previously presented) The method of claim 7 further comprising allowing access to said proof over an electronic communication medium.

9. (previously presented) The method of claim 2, further comprising obtaining payment from said customer.

10. (previously presented) The method of claim 2, further comprising printing said file and delivering printed material to said customer.

11. (previously presented) The method of claim 2, further comprising using a global information and communication network.

12-16. (canceled).